

Appl. No. : 10/050,579
Filed : January 15, 2002

REMARKS

The foregoing Amendment is responsive to the Office Action mailed on June 4, 2004.

I. Summary of the Interview

Applicants' representative would like to thank Examiner Kuen Lu for the courtesy he extended during the telephone interview conducted on August 11, 2004.

During the interview, Applicants' representative pointed out some of the differences between the Hosken patent (no. 6,438,579) and the embodiments disclosed in the present application, namely from page 46 to 56. One such difference is Applicants' use of a client component, such as a browser plug-in, that runs on the user's computer and notifies a server of web addresses accessed by the user. As discussed during the interview, the use of such a client component allows a user's browsing activities across multiple web sites to be monitored, and to be used to provide personalized recommendations to the user. For example, once a user has viewed a set of web pages or web sites during a current browsing session, other web pages and/or sites can be suggested to the user that are collectively related to those already browsed.

Claim 1 was briefly discussed during the interview.

II. Summary of the Amendments

By the foregoing amendments, Applicants have canceled Claims 1-20 and 34-48, and have added Claims 49-65. Thus, Claims 21-33 and 49-65 are now pending in the application and are presented for reconsideration. No new matter has been added to the application.

III. Art- Based Rejection

Of the originally-filed claims, Claim 21 is the only independent claim that remains pending. The Examiner rejected independent Claim 21 on obviousness grounds over Hosken (U.S. Patent No. 6,438,579) in view of Spiegel et al (U.S. 2002/0194087). Applicants submit that the rejection is improper because, among other reasons, neither Hosken nor Spiegel et al discloses or suggests "using a client component which runs on the user's computer in conjunction with a web browser to identify a plurality of items accessed by the user through a plurality of web sites."

In connection with these limitations, Applicants respectfully disagree with the Examiner's assertion at page 11, paragraph 4 of the Office Action that Hosken teaches "using a client component which runs on the user's computer in conjunction with a web browser to identify a

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plurality of items.” Hosken does not disclose or suggest such a component, and does not disclose any technique for monitoring the browsing activities of a user across multiple web sites. In this regard, Hosken’s recommendations appear to be based solely upon the actions performed by the user during browsing of a single web site or system, and not a plurality of web sites. The rejection is therefore improper.

Applicants acknowledge that other references, such as the cited Tufts patent (no. 6,691,163), disclose the use of a client component running in association with a web browser to track a user’s browsing actions across multiple web sites. None of the art of record, however, discloses or suggests the use of such a client component as set forth in Claim 21. For example, none of the art of record suggests using such a client component “to identify a plurality of items accessed by the user through a plurality of web sites during a web browsing session” in combination with “selecting an additional item based at least upon a degree of relatedness between the additional item and each of the plurality of items; and recommending the additional item to the user.” Claim 21 and its dependent claims are therefore patentably distinct from art of record.

IV. New Claims

As with Claim 21, the newly added independent claims include limitations that are not disclosed or suggested by the art of record. For example, none of the cited references discloses or suggests “selecting a web address to suggest to the user, taking into consideration identities of each of the plurality of web sites accessed by the user during the current browsing session” in the context of the other limitations of independent Claim 49. (Note that in Applicants’ preferred embodiments, when a web page or web site is suggested to the user, the web address of that web page or site is also inherently suggested.)

In addition, none of the art of record suggests “selecting at least one web address to recommend to the user during the browsing session such that selection of the at least one web address takes into consideration identities of each of the plurality of web sites accessed by the user during the browsing session,” in the context of the other limitations of new Claim 60.

V. Conclusion

In view of the foregoing amendments and remarks, Applicants submit that the claims are patentably distinct from the art of record, and request that the application be allowed.

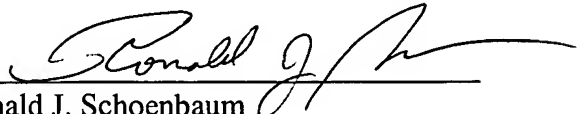
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If any issues remain which can potentially be resolved by telephone, the Examiner is invited to call the undersigned attorney of record at his direct dial number of 949-721-2950.

Respectfully submitted,

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Dated: 10-19-04

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